

## ABSTRACT

Out of a display screen, only pixels at intersections of particular scanning lines and particular data lines are used as a display area. To save power, the particular scanning lines are selected one for each horizontal scanning period. For one of the two split halves of the one horizontal scanning period, the selected scanning line is supplied with a selection voltage, and the polarity of the selection voltage is inverted at least every two or more horizontal scanning periods. The scanning lines other than the particular scanning lines are supplied with a non-selection voltage, which is inverted at least every one vertical scanning period. For a duration of time during which the particular scanning lines are selected, the data lines other than the particular data lines are supplied with a non-lighting voltage in accordance with the polarity of the selection voltage applied to the selected scanning line, and the polarity of the non-lighting voltage is inverted every two or more horizontal scanning periods responsive to the period of the polarity inversion of the selection voltage.

T0E7T "E85T2660